

**Assembly Concurrent Resolution No. 4**

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Adopted in Assembly    August 28, 1997

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*Chief Clerk of the Assembly*

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Adopted in Senate    August 7, 1997

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*Secretary of the Senate*

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This resolution was received by the Secretary of  
State this\_\_\_\_ day of \_\_\_\_\_, 1997,  
at \_\_\_\_o'clock \_\_M.

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*Deputy Secretary of State*

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## RESOLUTION CHAPTER \_\_\_\_

Assembly Concurrent Resolution No. 4—Relative to cigarette advertisement.

## LEGISLATIVE COUNSEL'S DIGEST

ACR 4, Perata. Tobacco products: advertisement.

This measure would concur with the Federal Trade Commission's May 28, 1997, decision regarding R.J. Reynolds Tobacco Company, and would oppose the marketing or promotion of tobacco products to minors.

WHEREAS, According to the Food and Drug Administration, every day nearly 3,000 young people start to smoke in this country, and every year one million children take up smoking even though it is illegal to sell cigarettes to them; and

WHEREAS, A recent study by the University of Michigan determined that smoking rates among 8th, 10th, and 12th graders have been increasing steadily over the last five years; and

WHEREAS, In 1993, the Centers for Disease Control and Prevention estimated that health care costs, nationwide, from smoking-related disease and death was \$50 billion; and

WHEREAS, According to the California State Department of Health Services in 1992, 42,000 Californians die every year due to smoking and tobacco use; and

WHEREAS, According to a national study by the University of Michigan between 1991 and 1994, the percentage of 8th graders who smoked increased 34 percent nationwide; and

WHEREAS, Cigarette smoking among American teens rose again in 1995, according to the Centers for Disease Control and Prevention; and

WHEREAS, According to National Household Surveys on Drug Abuse in 1991, more than 70 percent of smokers



begin the habit before 18 years of age with the average smoker beginning at 15 years of age; and

WHEREAS, According to the California State Department of Health Services, smoking is on the rise among those under 19 years of age both in California and nationally; and

WHEREAS, According to the Centers for Disease Control and Prevention, more than 5 million Americans under the age of 18 years who smoke today will eventually die prematurely and an estimated \$200 billion in projected health care costs will result from tobacco-related illnesses; and

WHEREAS, According to a 1994 Surgeon General's report, of the 3,000 young people who start smoking every day, 1,000 of them will die as a result; and

WHEREAS, Six-year-old children are as familiar with the character "Joe Camel" as they are with the character "Mickey Mouse" (Paul M. Fischer et al., "Brand Logo Recognition by Children Aged 3 to 6 Years," *Journal of the American Medical Association*, 1991:266:3145-3148); and

WHEREAS, An October 1995 study in the *Journal of the National Cancer Institute* found 60 percent of adolescents who have never smoked could name a favorite cigarette advertisement, with the character "Joe Camel" cited most often; and

WHEREAS, A study in *Health Psychology* concluded that the sudden rise in teen smoking coincided with sizable cigarette promotions; and

WHEREAS, Camel-brand cigarettes' brand-share among the under-18-years-of-age market has risen from one-half of 1 percent before the Joe Camel advertising campaign to almost 33 percent now (Joseph R. DiFranza et al., "RJR Nabisco's Cartoon Camel Promotes Camel Cigarettes to Children," *Journal of the American Medical Association*, 1991:266:3154-3158); and

WHEREAS, Sales to the under-18-years-of-age market have been estimated to account for about one-quarter of all Camel-brand cigarette sales (Stuart Auerbach, "FTC Staff Takes Aim at 'Joe Camel': Reynolds Denies Ad



Campaign Is Aimed at Enticing Teens to Smoke,” WashPost, 8/12/93); and

WHEREAS, According to a 1993 study by the Centers for Disease Control and Prevention, after the character “Joe Camel” was introduced in 1988, adolescent interest skyrocketed, with more than 13 percent of 12- to 18-year-olds saying they preferred the brand; and

WHEREAS, Tobacco companies continue to market cigarette and tobacco products directly to our youth manipulating shamelessly deceptive techniques such as the use of the character “Joe Camel”; now, therefore, be it

RESOLVED BY THE ASSEMBLY OF THE STATE OF CALIFORNIA, THE SENATE THEREOF CONCURRING, That the Legislature concurs with the May 28, 1997, Federal Trade Commission decision to seek an order that would require R.J. Reynolds Tobacco Company to conduct 10 years of antismoking education for teenagers and require R.J. Reynolds to supply data regarding the consumption by teenagers of each of the company’s cigarette brands; and be it further

*Resolved*, That the Legislature opposes the marketing or promotion of tobacco products to minors.



Attest:

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*Secretary of State*

